



Boy Smells

Check out this case study to see how Boy Smells raised funds for Trevor through a limited edition Pride product collection, demonstrating how small businesses can make a big impact!

Why Boy Smells and The Trevor Project?

Partnerships with small businesses are critical to spreading awareness of The Trevor Project among key audiences and supporting LGBTQ youth. Boy Smells has formed an inclusive community around individuality and “genderfulness” through a brand and products that exist beyond the gender binary. In 2020, as a queer-owned brand, Boy Smells was excited to partner with The Trevor Project and be able to meaningfully support the LGBTQ community during Pride month and beyond. On our side, Trevor was excited to work with a values-aligned company, recognizing that as Boy Smells’ business grows, so would our impact together. Trevor and Boy Smells teamed up to celebrate the diversity and uniqueness of the LGBTQ community, through Pride products that embrace all individuals.

The Partnership

Boy Smells’ message of inclusion, the beauty of unique identities, and love without bounds fit perfectly with Trevor’s mission. In addition to raising awareness and funds for The Trevor Project to support and save more LGBTQ young people, Boy Smells and Trevor created a PRIDE Limited Edition candle collection to celebrate all identities. As one of Trevor’s 2020 Pride Partners, Boy Smells donated 15% of sales from this collection to The Trevor Project. Our highly aesthetic campaign featured a diverse cast of talent including fashion model Richie Shazam, drag superstar Naomi Smalls, dancer Harper Watters, musical artist Vincint, and actor & musician Alex Newell, and demonstrated Boy Smells’ commitment to the LGBTQ community and the health and wellness of LGBTQ young people.

Our Joint Impact

Our campaign was extremely well received by the Boy Smells and Trevor communities, demonstrating the impact that a small business can have in supporting Trevor’s mission. In fact, we ended up raising over \$46,000 – almost double the amount of our original goal, thanks to the enthusiasm from Boy Smells’ customers. Trevor and Boy Smells continue to take our partnership to the next level, and in 2021, we have grown into a more deeply connected, year-round collaboration that has generated lots of positive press in outlets like [PinkNews](#), [Vanity Fair](#), [Better Homes and Gardens](#), [People](#), [NBC News](#), and many others. Working with The Trevor Project allows small businesses like Boy Smells to build life-saving impact into their company identity, and to engage customers in a meaningful cause. With the support of innovative brands like Boy Smells, we can reach new audiences and expand our services for LGBTQ youth at The Trevor Project.